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with an on-line computer service, for accomplishing electronic communication between said groups, comprising:

an interface for accessing said system, at least one buyer having an interface adapted for use with said on-line computer service as at least a portion of said interface,  
a dynamic video system for receiving video from a vendor and providing video to said buyer,  
an audio system for receiving audio from a vendor and providing audio communication to said buyer,  
a text system for providing text between said vendor and said buyer,  
a storage memory for storing data associated with an active buyer, including buyer identification data and commercial transaction data, and  
a control system utilized in said commercial transaction communication control system

for control of said interface and storage memory for storing of data, from said active buyer including buyer identification data and commercial transaction data, said control system further selectively providing audio, dynamic video and text from at least said vendor to said active buyer responsive to said commercial transaction data.

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45. (Amended) A commercial transaction communication system for selectively enabling communications between members of plural groups, including at least one active buyer and at least one vendor, at remote locations for accomplishing electronic communication, comprising:

video terminals for providing video display for each of said members of said plural groups, said terminals being connected to effect video communication,  
a dynamic motion video system for providing video between said members of said plural groups, including at least the transmission of video from at least one vendor to at least one said active buyer,  
a text system for providing text from at least said vendor to said active buyer, said text including commercial transaction data,

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a storage memory for storing data on said members of said plural groups, including identification data and commercial transaction data including electronic data interchange (EDI) data relating to at least certain members, and a control system to selectively interchange commercial transaction data including electronic data interchange (EDI) data between said members of said plural groups in accordance with said identification data and said commercial transaction data, including at least said active buyer and a vendor, and to access said storage memory at least with respect to said electronic data interchange (EDI) data.

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77. (Amended) A commercial transaction communication system for selectively enabling communications between members of plural groups, including at least one buyer and at least one vendor, at remote locations, the system being adapted for use with an on-line computer service, for accomplishing electronic communication, comprising:

display terminals for each of said members of said plural groups, said terminals being connected to effect communication,

an interface for accessing said system, at least one buyer having an interface adapted for use with said on-line computer service as at least a portion of said interface,

a text system for providing text relating to at least said vendor to said buyer, said text including commercial transaction data,

a storage memory for storing data on said members of said plural groups, including identification data and commercial transaction data including electronic data interchange (EDI) data relating to at least certain members, and

a control system to selectively interchange commercial transaction data including electronic data interchange (EDI) data between said members of said plural groups,

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including at least said buyer and a vendor, and to access said storage memory at least with respect to said electronic data interchange (EDI) data.

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109. (Amended) A commercial transaction communication control system for selectively enabling electronic communications between members of plural groups, including at least one buyer and at least one vendor, at remote locations for accomplishing electronic communication, the system being adapted for use with an on-line computer service, comprising:  
an interface system for actuation by said buyer for interaction with said system, at least one buyer adapted for utilizing a public on-line computer service as a portion of said interface system,  
a storage memory for storing data on said members of said plural groups, including identification data and commercial transaction data including video data relating to at least certain members, and  
an independent commercial transaction control system, physically distinct and remote from said buyer system and said vendor system, to selectively facilitate the transmission of commercial transaction data, as electronic interchange data (EDI) data, between said members of said plural groups, including at least said buyer and said vendor.

Please add claims 112 through 141, as follows:

112. (New) A traffic control system for enabling communication exchanges between plural groups including at least one potential buyer at a buyer terminal including a personal computer and at least one vendor data site with video access to data relating to a service or merchandise, the traffic control system for use with a public telephone system to enable communication exchanges between buyer terminals and vendor data sites at remote locations,

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related to the possibility of consummating a transaction, the traffic control system comprising:

an interface for communications through the public telephone system involving buyer terminals and vendor data sites and for receiving data from a prospective buyer at an active buyer terminal including identification data and type of merchandise and/or service data relating to an area of interest;

memory storage to receive and store vendor data including data relating to types of merchandise and/or services relating to areas of interest; and

a processor to control, manage and interconnect with remote buyer terminals and vendor sites, and to selectively provide video data for display by an active buyer terminal in accordance with types of merchandise and/or services relating to areas of interest as communicated from an active buyer terminal pursuant to a possible transaction for a buyer as identified by said identification data.

113. (New) A traffic control system according to the claim 112 wherein said merchandise/service classes are represented by codes.

114. (New) A traffic control system according to claim 113 wherein said codes are represented by numerical representations.

115. (New) A traffic control system according to claim 112 wherein said interface includes dial-up capability to dial-up a vendor data site through said public telephone system controlled by said processor in accordance with said merchandise classes.

116. (New) A traffic control system according to claim 115 wherein said merchandise classes are represented by numerical representations.

117. (New) A traffic control system according to claim 112 wherein said at least one vendor data site further stores text data relating to merchandise and/or services and wherein said text data is selectively supplied to an active buyer terminal for display.

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118. (New) A traffic control system according to claim 112 wherein said identification data includes a check digit.

119. (New) A traffic control system according to claim 112 wherein said identification data comprises a buyer electronic mail address.

120. (New) A traffic control system according to claim 112 wherein said identification data is stored by said processor for billing purposes related to a transaction.

121. (New) A traffic control system according to claim 112 wherein said video data includes dynamic video representations.

122. (New) A traffic control system according to claim 112 wherein said video data provided to said active buyer terminal may be controlled by said active buyer terminal.

123. (New) A traffic control system according to claim 112 wherein said data from a prospective buyer includes an indication of the maximum amount that a buyer is willing to pay in a transaction.

124. (New) A traffic control system according to claim 112 wherein said interface includes an on line computer service.

125. (New) A traffic control system according to claim 112 further including an operator terminal.

126. (New) A traffic control system according to claim 125 further including a printer.

127. (New) A process of traffic control involving a plurality of prospective buyer terminals with video display capability and a plurality of vendor data sites associated with merchandise or services, and further involving a public telephone system, the process of traffic control for the possible consummation of transactions, and comprising the steps of:

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storing video data relating to merchandise and/or services for vendor data sites and types of merchandise and/or services relating to areas of interest;

receiving buyer data including data relating to an area of interest along with identification data from an active prospective buyer terminal;

selectively providing and communicating video data relating to merchandise or services from stored video data for display at an active buyer terminal responsive to buyer types of merchandise and/or service data received from the active prospective buyer terminal; and

receiving and storing indications of the consummation of a transaction between a vendor terminal and an active buyer terminal.

128. (New) A process of traffic control according to claim 127 further including a step of representing said merchandise and/or service classifications relating to an area of interest by codes.

129. (New) A process of traffic control according to claim 128 wherein the codes comprise numerical representations.

130. (New) A process according to claim 129 wherein said step of selectively providing and communicating video data includes dialing up a vendor data site through a public telephone system in accordance with said classes of merchandise and/or service.

131. (New) A process according to claim 130 wherein said classes of merchandise and/or service comprise numerical representations.

132. (New) A process according to claim 127 including a further step of storing text data relating to merchandise and/or service and selectively providing and communication said text data for display at an active buyer terminal.

133. (New) A process according to claim 127 wherein said identification data includes a check digit.